

Abstract

This research discusses a pattern of communication that occur in the Division of marcomm at the PRFM radio offices in thoroughly with the method of interview and observation. The researchers used a qualitative approach constructivist paradigm that aims to see how the communication is intertwined among all staff and colleagues – colleagues at divis marcomm PRFM. Data collection is done by way of observation, observing directly the activities – activities in the Office. Conduct interviews with questions – questions in depth and semi structured, utilizing a study library. Division of marcomm PRFM has a core staff of three people. With a minimum number of members, the Manager of the Division of marcomm did a way for every activities and her work achieved with cooperation with Job Trainees. Created a closeness and warmth that is felt by each of the associates and staff in the Division.

Keywords: Communication, Organizational Communication, Communication Patterns